UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
INFORMATION SERVICE
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YOUR FAMILY'S FOOD

For the Week of January 6,1947

(Topics of the Week:
Milk Supply Up
Brief Food Picture
"Color Added" Explained
Dry Milk For Lunch
Tinned Fat Salvage
Cabbage and Kraut
Plentifuls

ANNOUNCER: YOUR FAMILY'S FOOD.....presented as a public service by Station _____ in cooperation with the United States Department of Agriculture. These broadcasts are designed to keep town and country listeners informed on factors affecting the family food supply. With us today is _____ _____, who dropped over from the Production and Marketing Administration office in _____. Happy New Year, _____.

PMA: Thank you, _____.....and many of the same to you.

ANNOUNCER: Might I suggest that this would be a good time to bring us any cheerful bits of news you have?

PMA: You're right, _____. Actually, I thought I'd just sort of ramble on today about a variety of things in the food line ---- most of them cheerful, I hasten to add.

ANNOUNCER: That's what I call getting the guest into the proper mood. I guess it's safe to let you start rambling.

PMA: First off --- milk. The good news is that the short season for fluid milk in this section of the country is over. Production is on the way up.....which means, in addition to milk, more cream, ice cream, and other dairy products.

ANNOUNCER: At the risk of upsetting our cup of joy ----- what about prices?

PMA: Even the price situation looks pretty good on dairy products. The Bureau of Agricultural Economics says that the peak has about been reached.....and prices are expected to decrease as production increases.

ANNOUNCER: Now how about a quick look at some other food prospects for the new year?

PMA: Well, food supplies will be about the same during the next few months as they have been during the late fall and winter. Of course, there'll be seasonal changes, you understand.

ANNOUNCER: You mean like less fresh produce from nearby farms?

PMA: Yes.....but in the broader sense, supplies of turkey, chicken, and beans, for example, will decrease seasonally. On the other hand, eggs, citrus fruits, canned fish, and, as we've mentioned, dairy products will be on the upswing. And let's add the good news note that prices are not likely to rise much above the record November level.

ANNOUNCER: By all means add that note.

PMA: Since this is the citrus fruit season, I want to answer a question we often hear about the words, "color added".

ANNOUNCER: Oh, yes.....you see that legend often stamped on oranges and grapefruit. Just why do they add color?

PMA: For about the same reason they add color to butter --- for uniformity throughout the year. You see, the color of oranges depends on several factors...the variety, season, and where grown. The Florida and Texas oranges, for example, often have areas of green, especially at the stem end.

ANNOUNCER: You mean they're picked before they get fully ripe?

PMA: Not at all. The greenness I mentioned is a color characteristic of the fruit. Citrus fruit is always picked at maturity.....especially since all citrus-producing States have maturity laws, which growers are required to obey.

ANNOUNCER: If oranges are green when ripe, how can growers tell when they're mature?

PMA: They can't tell by looking at them....and they don't have to, since citrus fruit is tested scientifically.....a test which indicates maturity by the ratio of acids to solids.

ANNOUNCER: Going technical on me, aren't you? All right, after the oranges are found mature by this test, is the color added?

PMA: That's right.....the fruit is treated with ethylene gas. This takes out the green color and brings forth the yellow-orange shade we associate with citrus. Then they wax and polish 'em.

ANNANNOUNCER: Up to that point I believe you....but who ever heard of waxing oranges?

PMA: You just heard of it. It's a fact. But the waxing and polishing isn't just a stunt to make 'em look good ---- although it helps ---- it's to retard drying out and shrinking.

ANNOUNCER: It seems to me that with color added and waxing and polishing, the poor housewife has got to judge her citrus by more than looks alone.

PMA: Yes.....marketing experts of the Department of Agriculture say you can judge citrus fruits better by holding them in your hand. Heavy ones are juicier than the lightweights. And despite the waxing, citrus fruits do not dry out, so you want to avoid those with badly creased skin, or with a puffy, spongy appearance. On the other hand, don't let a few surface blemishes and slight discoloration scare you off, although a firm, smooth skin of fine texture is about your best guide.

ANNOUNCER: Well, I'm sure glad we got that "color added" stamp explained..... it's good to know that it isn't a method of covering up inferior fruit.

PMA: It certainly isn't. The color adding process is entirely legal, and as we said, done under definite restrictions. So you can go out and buy all you want of the record crop of oranges and grapefruit now in the markets.

ANNOUNCER: That seems to end the citrus fruit discussion....What's the next topic?

PMA: Since we're talking about the South, where the oranges grow,

PMA: (continued) let's stay down there for a minute. You know, in a few Southern States, some 40 percent of the schools can't get enough fresh milk for their school lunch.

ANNOUNCER: Gosh, I thought milk was the backbone of school lunches.

PMA: It is....and they've been experimenting recently in eight Southern States by serving dry milk as a beverage and in cooked dishes.

ANNOUNCER: I shouldn't think that would be too pleasant for the kiddies.

PMA: It isn't as bad as you might think. High quality, spray-process and non-fat dry milk is being used. This makes up easily with water and when served cold, tastes much like fresh bottled milk with the cream removed.

ANNOUNCER: Why don't they go all the way, and serve dry whole milk?

PMA: Well, you'll recall that the school lunch plan, in addition to raising the nutritional level of our school-age youngsters, was designed as a means of using farm surpluses outside of regular market channels.

ANNOUNCER: You mean the non-fat milk is surplus?

PMA: At least it's more likely to be in surplus supply than is dry whole milk. And anyway, the non-fat milk is an excellent and inexpensive source of calcium and riboflavin. The cream would supply fat and vitamin A.....but these are readily available in other foods.

ANNOUNCER: At that, I guess these youngsters are happy enough to have milk of any sort.....

PMA: But don't dismiss dry milk as "any sort". During the war, dry milk made up for other food deficiencies for many thousands of children in England, and their growth improved greatly.

ANNOUNCER: I suppose if this Southern experiment works out, dry milk will be used quite a bit in that region.....

PMA: Yes, in fact, families down there may use more of it in home meals when the children become familiar with it.

ANNOUNCER: Any way you do it.....more milk is certainly the right way to start the new year.

PMA: That reminds me of a New Year's resolution I'd like to suggest for housewives.

ANNOUNCER: Sounds interesting.....what is it?

PMA: "I will save more used fats in 1947.....and sell them to my butcher in tin cans instead of glass jars."

ANNOUNCER: That's quite a resolution. I get the part about saving more used fats...but why the insistence on tin cans?

PMA: Well, _____, renderers report that glass is really dangerous because the jars frequently break in handling, and workers are apt to be cut. Then, too, it's more difficult to remove grease from narrow-mouthed jars than from tin cans. You know we don't want to waste any of the badly-needed fat.

ANNOUNCER: Seems to me it would be easier for the housewife herself. Pouring hot grease into a small-mouthed glass jar must be pretty difficult.

PMA: Yes....and a little dangerous, if the glass should crack.

ANNOUNCER: Any more resolutions?

PMA: Well.....sort of, except that most food shoppers already know that abundant foods offer the best buys usually. Take cabbage, for instance.

ANNOUNCER: "Resolved: to use more cabbage in 1947." How's that?

PMA: Pretty good, but perhaps you won't have to live entirely on cabbage. I just meant that it is a perfect complement for almost any winter meal...and there's plenty to be had.

ANNOUNCER: Let's see....cole slaw, corned beef and cabbage, creamed cabbage, and er, ah.....I'm stuck.

PMA: I'm no authority on cabbage menus, either.....but I noticed that the home economists of USDA suggest salads made with raw cabbage, in combination with such other abundant foods as carrots and onions. There's cabbage soup, too.

ANNOUNCER: I understand cabbage is pretty healthy eating.

PMA: Especially raw. In fresh cabbage, the vitamin C content is quite high, but there is some loss during cooking. You also get some vitamin B-1, and of course, whatever minerals were in the soil where it was grown.

ANNOUNCER: And where was that?

PMA: Well, there's lots of fall cabbage in storage from this section of the country, and New York sauerkraut factories are working

PMA: (continued) steadily. New cabbage now arriving on the market comes from California, Texas, Florida, and a little from Arkansas. Of course, you'll find the new cabbage a little more expensive than the stored product.

ANNOUNCER: What about sauerkraut? That intrigues me....being an old spareribs and 'kraut addict.

PMA: It's simply that New York State has so much stored cabbage that the 'kraut factories are turning it out in barrels, cans, and jars for your delicatessen, the neighborhood butcher, and the corner grocer.

ANNOUNCER: As long as you're talking about plentiful foods.....keep right on. What's on the list this week?

PMA: Oh, there's a good supply of various fruits and vegetables. One item we may have overlooked lately is pears. One of the largest crops of winter pears we've ever had is hitting the market these days.

ANNOUNCER: Pears have always been sort of a mystery to me. I don't believe I can name any variety other than Bartlett...which I know is an old-timer and pretty local to this area.

PMA: That's right, _____. The pears you'll find this winter most likely will be Bosc ((BOSK))...the Anjou, and Comice ((KO-MEES)). Those three varieties are good either raw or cooked.

ANNOUNCER: If there's no sign over the store counter, how can you know which is which?

PMA: Well, let's see if I can describe them. The Bosc is that long, tapering pear with a yellowish or cinnamon-brown skin. On the other hand, the Anjou is round and rather squat in shape, usually green of skin, and has a short, thick stem. The Comice is that luxury pear --- often packed in gift boxes. The flesh is soft --- almost buttery in texture --- and can actually be eaten with a spoon. It's almost heart-shaped, with a yellow-green skin, marked in russet.

ANNOUNCER: That's what I call a short course in pear recognition. But with that variety of colors, how do you judge ripeness?

PMA: It is important to judge ripeness, too, because an under-ripe pear just doesn't taste right --- that is for eating out of hand or in salads. About the only way to tell is to press the pear lightly at the stem end --- don't squeeze it, though. Then if it yields, it's ripe. Under-ripe pears will ripen at room temperature. But that's enough pear lore...I think we'd better get on to the common everyday fruits and vegetables.

ANNOUNCER: All right. What's first?

PMA: Just so we won't overlook anything, just the reminder that citrus fruit and cabbage are plentiful on all markets, as we said. Also, the old standby, potatoes, continues in very good supply, along with onions.

ANNOUNCER: Any leafy vegetables on the plentiful list?

PMA: Yes...there's kale, lettuce, and spinach. Quite a bit of celery, too. You might consider that a leafy vegetable...specially those folks who know the value of using the leaves to pep up other dishes.

ANNOUNCER: Let's see...how about the root crops this week?

PMA: There's a good variety of those, too. Carrots, parsnips, and turnips are plentiful on all markets, while sweet potatoes are available in most places. And that about winds up the plentiful foods...except a reminder that there are plenty of apples.

ANNOUNCER: So we bring to a close another in the series on YOUR FAMILY'S FOOD, presented by Station _____ in cooperation with the U. S. Department of Agriculture. Our guest today was _____ _____, of the Production and Marketing Administration office in _____.

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